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THE
ANGLO-SCOTTISH
CATTLE COMPANY
LTD.



From the Mauritshuis, The Hague

The Young Bull
by PAUL POTTER (1625-1654)

3 RED PLACE, GREEN STREET, MAYFAIR, LONDON, W.1
Tel.: MAYFAIR 1844 Cables: CATTLECO, LONDON

AND LOVAT ESTATES OFFICE, BEAULY, INVERNESS-SHIRE
Tel: BEAULY 205 Cables: CATTLECO, BEAULY

Directors: THE LORD LOVAT, D.S.O., M.C. (Chairman), FRANK MORE O'FERRALL, HON. HUGH FRASER, M.B.E., M.P.,
SIR ANTHONY LINDSAY-HOGG, BART., DONALD C. MACLEAN



Plate 1. Their Majesties the King and Queen with Lord Lovat at the Highland Show

STEAKS IN EVERY COUNTRY

WHY is a cow?" is still a question that stumps the fond parent. To-day it stumps the governments of the world as well. For whatever substitutes the chemists may discover, there are none and never can be any for milk and meat and wool. "Why is a cow?" is not a question that even the Scottish Cattle Company is equipped to answer. What we are equipped to do, and are doing, is to help farmers, financiers and governments in finding the livestock to produce the meat and milk so essential to the world's well being.

In the past these islands have played their part in the industrial progress of the world: to-day, by offering a new service in British Livestock, we believe we can play a part in the rapid agricultural progress needed to sustain the higher standards of living demanded by every country. To-day, with a de-valued pound, British livestock offers the soundest investment; land and cattle on the hoof have always afforded a profitable security.

To this end we proudly present:

THE ANGLO-SCOTTISH CATTLE COMPANY

THE STORY OF THE ANGLO-SCOTTISH CATTLE COMPANY

THE forebear of the present Company, originally known as the Scottish Cattle Company, was born in an aeroplane somewhere over the Equator in September 1945, as two Scots flew home from Beunos Aires after judging beef breeds at the Palermo Victory Show. Cut off through the years of war by the submarine blockade, breeders of the New World desperately needed cattle at almost any cost. The visiting judges had promised to help.

The following Spring one of those Scots, Lord Lovat, acting as his own

cattleman, returned to the Argentine with £23,000 worth of young stock bulls—the cream of the best home-bred Aberdeen Angus, Shorthorns and Herefords from the Perth Spring Sales. They were snapped up eagerly.

When he flew out again later that year, to judge the great Rosario Show, there were more orders. This time they included Hackneys, Shetland ponies, Hampshire Down sheep and Dexter cattle. So the story goes on; the Chicago Centenary International Show, invitations to the Calgary Stampede, Canada, the Rand Show in South Africa in 1951 (reluctantly declined owing to a previous engagement to judge in Sydney, Australia).

Brother Hugh Fraser, Member of Parliament and well-known agronomist, has shown the flag in the rest of the cattle-raising world, with missions to Central America, Colombia, Venezuela, Brazil, Chile and Peru.

Personal Visits

These personal visits enable us to maintain direct and friendly contact with stockbreeders overseas, and an intimate knowledge of the local requirements. The Argentinians for instance, seek quality before size in their cattle, but the Canadians' slogan is "breed 'em bigger!"

Expert Farmers

This enterprise and activity are well exemplified by the directors of the Anglo-Scottish Cattle Co. Lord Lovat, our chairman, whose exploits as a Commando Brigadier became almost legendary, is rated second to none in his personal knowledge of cattle.

For Lord Lovat is no pedantic theorist, but a practical farmer. From Beaufort Castle in Inverness-shire, he personally supervises six arable farms, herds of pedigree Beef Shorthorn, Aberdeen-Angus, Jersey and Galloway Cattle. His sheep are Cheviots. His pigs are Large White and Wessex Saddle Backs. In addition, he has made an important contribution to Scotland's beef supplies by running a herd of non-pedigree hill-cattle on ranching lines over a 30,000 acre deer-forest—the largest enterprise of its kind in Britain.

After four years the increasing volume and variety of the business made it imperative to open a London office where much of the administrative and organising work could be done more conveniently.

Accordingly, in close association with the Anglo-Irish Agency (Bloodstock) a more comprehensive service is now offered by the launching of the Anglo-Scottish Cattle Company. Now, the judgment of Lord Lovat in the selection and purchase of livestock is augmented by the wide and unique experience of Frank More O'Ferrall and his Anglo-Irish Agency.

By this reorganisation patrons will find available a new wealth of knowledge and service.

A Note on the Anglo-Irish Agency

In its twenty years' history, the Anglo-Irish Agency has been built up by the enthusiasm and profound knowledge of thoroughbred horses of Frank More O'Ferrall, B. J. Hilliard and their associates, until to-day it is a household name all over the world wherever the "sport of kings" is sustained by the best blood from England, Ireland and France. The Anglo-Irish has an imposing list of happy buyers and patrons ranging through an amazing assort-

ment of names—Kings, Maharajahs, film stars, turf clubs, owners big and small. In California, in India, in Malaya, Brazil, Mexico, Australia and twenty-five countries in all, horses selected and exported by the Anglo-Irish Agency have been regular and frequent winners of practically every important race.

To-day and year after year, the keenest and wisest minds in the bloodstock industry have learned to say "leave it to the Anglo-Irish."

Headquarters

NO. 3 RED PLACE, MAYFAIR, LONDON, is the London Office of Anglo-Scottish and the clearing house and nerve centre for breeders and their friends and representatives arriving at London Airport or Southampton. In charge is Donald Maclean, whose sterling quality, organising ability and determination to make the rough ways smooth for overseas visitors have won him golden opinions from all those he has helped to visit Britain's flocks, herds and studs. At the Lovat Estate Office, Beauly, Inverness-shire, another guide, philosopher and friend is waiting in the person of James Horn. These two offices and their staffs will deal with visitors' problems, big and small.



Plate 2

By courtesy of the N.S.B.A. (P.S. Tory)
Hampshire Down Pedigree Flock

SERVICE—AND YET MORE SERVICE!

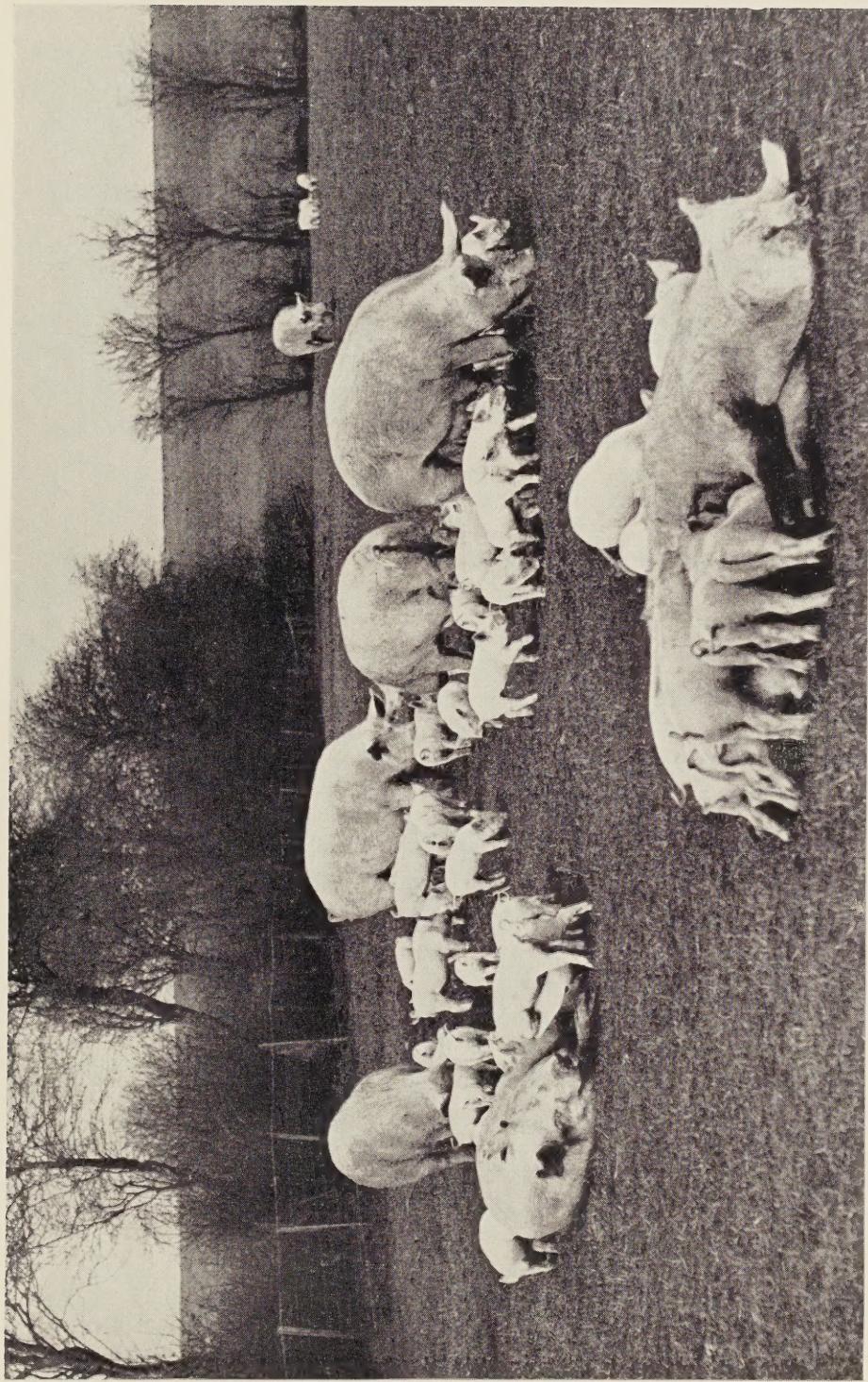
WIDER and even better service is the primary object of the Anglo-Scottish Cattle Company, and there is practically no limit to the range and variety of these activities.

Plate 3.

CONVERSATION PIECE

Pigs in clover. Large Whites are good do-ers

Farmer & Stockbreeder Photograph





Farmer & Stockbreeder Photograph

Plate 4.

Eight Lincoln Reds

Selection and Buying

These include the buying, on commission, for stock-breeders in any part of the world. All the Company's knowledge and experience in the selection of the very best at the price the buyer is prepared to pay is at his service. This all-important work is carried out under the guidance of Lord Lovat and a panel of renowned experts.

Local Knowledge

We have always felt that it is essential to have a thorough knowledge of background, pedigree and performance of every animal purchased for export, and our Chairman insists that, wherever possible, the sire, dam, etc. be inspected on behalf of the client before purchase at public auction. Where large sums of money are involved, and this applies particularly to beef cattle, the best bull calves are "spotted" at an early stage, and checked at various stages in their development.

Shipment

With valuable stock, Anglo-Scottish arrange for the animals to be accompanied on their voyage by cattlemen whose lives have been devoted to the care of pedigree stock.

On behalf of our clients, we attend to permits, documentation, shipping arrangements, quarantine, insurance, veterinary tests, photographs, exchange rates, and all other details which can be so tedious to the purchaser.

Advisory and Research Service

The Anglo-Scottish Cattle Company have kept abreast of research into animal husbandry, in tropical and other climates. We are, therefore, particularly well equipped to give expert guidance on the most suitable breeds for different parts of the world.

Insurance of Stock

We can also arrange expeditiously the insurance of cattle, either in this country or en route overseas. Breeders are invited to use the same service, backed by Lloyds and the great British insurance companies, for their own flocks and herds at home. We have here a real service to offer!

Tours and Shows

For the benefit of visitors we can arrange tours and provide transport and guides for herd inspections. We can plan a programme with a comprehensive list of the best studs in which clients are interested, escort visitors to shows, or introduce them to the secretaries of the various breed societies.

The overseas guest is respectfully urged to take advantage of this service—available at the minimum of expense. Visitors wishing to use this service are asked to inform us to this effect as far in advance as possible, in order that we may prepare a detailed itinerary.

Intelligence Service

In the highly-specialised business of selecting and buying stock, the world organisation of the Anglo-Scottish Cattle Company has unique advantages. World tours by our principals or those of the Anglo-Irish Agency bring back the latest news of developments, trends or fancies overseas. Resident agents keep us informed of national events of interest. At home our selectors—the



Scottish Farmer photograph

Plate 5. Shorthorn Bull sold for 14,500 guineas at the age of one year



Plate 6. Prize Suffolk Ewes. The property of A. H. Bocock, Esq.

principals are well-known judges—are constantly collating this information and applying it in their visits to pedigree herds and at important sales.

Entrepot and Triangular Transactions

When stock of origin other than British is required, our overseas agents are able and willing to select and ship the best available. For example, owing to the exceptional situation of our very forceful agent in Pakistan, we are able to offer the possibility of getting top-grade Red Sindhi and Sahiwal cattle for shipment to United States, Brazil, Venezuela, etc. The disease-resisting qualities of these splendid Zebu breeds are long proven.

But the best are scarce and carefully conserved by the land of their origin. It is only through an influential local agent that they can be obtained and exported.

Pigs (and Cattle) can and do Fly

We are always able, where time-saving and the value of the animals justify it, to arrange for the despatch of any stock by air to all parts of the world.

Stock Breeders of Britain

Britain certainly has stock available, if one knows where to find it, but the innate conservatism of the British tends to make our sales talk, and general propaganda, seem out of date and bewildering to the more forthright business men from overseas. A visitor from Texas, U.S.A., once left the following lines for us:

*Those who whisper down a well
Of the things they have to sell,
Will never make as many dollars
As he who climbs a tree and hollers.*



Plate 7.

EARL DE LA WARR'S JERSEYS

Farmer & Stockbreeder Photograph

Our new organisation will make a special point of bringing the shy sellers of this country and overseas buyers together. The special knowledge of our home agents and of our overseas travellers will produce those animals of supreme class which perhaps will never be shown in the ring, and overcome those flukes of fashion which keep potential foreign champions behind stud doors.

In addition, of course, good young stock can always be bought at the Spring and Autumn Pedigree Sales, which are, in effect, the "shop window" of the home breeder, where his reputation is lost or made, where his herd average goes up or down. It is the goal for which he has been striving all the season.

Broadly speaking, heifers are easier to buy privately than bulls, while pigs and sheep present fewer problems than cattle or horses as regards prices and availability. On these points we will give further advice on any enquiry.

High priced animals are always kept free of charge pending shipment.

BRITAIN—THE STUD FARM OF THE WORLD

PEDIGREE FOR PRODUCTION

HERE in Britain, our pedigree stock is the foundation of our own commercial livestock industry, and abroad has proved its worth.

Pedigree is not merely a name; it stands for much more. It stands for animals that have inherited the special traits of their forebears—more and better beef or mutton, higher yields and richer milk, more and finer wool, bigger litters and more succulent hams, faster and more enduring horses. By skilled selection and long-term breeding policy, the precise qualities sought can be transmitted by our pre-potent sires and their straight bred dams.

The mere reclamation of land can never be enough for farmer, financier or government. Land is but the factory space in which the units of animal production function.

Factory and land space are limited, and to fill either with faulty machines or inferior animals is folly. Half a hectare can in ideal conditions support one cow or steer, but that beast, dependant upon its quality and breeding, will produce either 2,000 or 6,000 litres of milk; either 360 kilos of dressed meat at eighteen months, or only 200 kilos at four years. Farming profits and losses are dictated by heredity as well as environment. For success not only must these factors be balanced but quality continually improved, for in the finished product quality spells quantity also.

In Britain stock breeding has been transformed from a haphazard jungle to a methodical and scientific field. To-day there are many breeds—some bold spirits say too many—yet there is hardly one that is not regarded as essential in one or more districts of Britain or other countries.

The survival of so many breeds denotes their utility; we have imported, and adopted as our own, breeds from beyond the narrow seas, perhaps giving them an additional characteristic or confirming and improving existing features. Always the aim has been, especially under the compelling needs of two great wars, to increase utility, and the breeder of fancy animals is being left behind in the struggle for more and better production.

Overseas we find British stock increasingly employed for the development

Plate 8.

AN AYRSHIRE PEDIGREE HERD

Farmer & Stockbreeder Photograph



of farming resources. The importing country seeks to put its own stamp and quality on the progeny of its purchase from Britain, to become, so to speak, self-supporting, but sooner or later some correcting or strengthening blood from the old country becomes necessary and the demand returns, generally in an urgent form and always for the best.

British breeders are still producing that best, for their skill has been merely limited, and not lessened, by the vicissitudes of war and post-war conditions. The enormous beef-producing tracts of North and South America have been replenished with beef bulls at prices proving urgency; Australia and South Africa are close behind, and considerable numbers of dairy stock have gone out and are still going to countries overseas.

British-bred draft horses, ponies, sheep and pigs have been sent to restore the flocks, herds and studs of many lands devastated by war. British blood-stock is once more founding and refreshing the stables of the world.

In the last five years, British pedigree production has undergone a strong revival. Progressive breeders now have advantages not available to their forefathers, not the least being the help of the scientist and the co-operation of research institutions.

ANIMAL, VEGETABLE OR MINERAL?

A HUNDRED years ago Dr. Malthus announced in his famous essay that the world's resources were being outstripped by its human population.

Events have endorsed his views. Nowadays we are being forced to make the very best use of the world's resources. New processes of industrial efficiency, of waste saving and raw material substitution are daily discovered and used. Science goes hand in hand with Nature.

To-day a second agricultural revolution is in being. Great schemes are afoot to ensure that full and scientific use is made of the good earth and its flocks and herds. In Australia and Africa, Brazil and Britain, in Canada and Chile, in Venezuela or in Pakistan, nations are hungry for better food and governments for better use of land.

Twentieth-century industrial progress in many countries has created great new populations whose rising wages and profits have brought fiercer demand for more and better food. Meat and milk are no longer the perquisites of the wealthy; to-day they are the necessities of the better-paid workers, and to-morrow they will be those of the whole wide world.



Plate 9. A pair of Highlanders

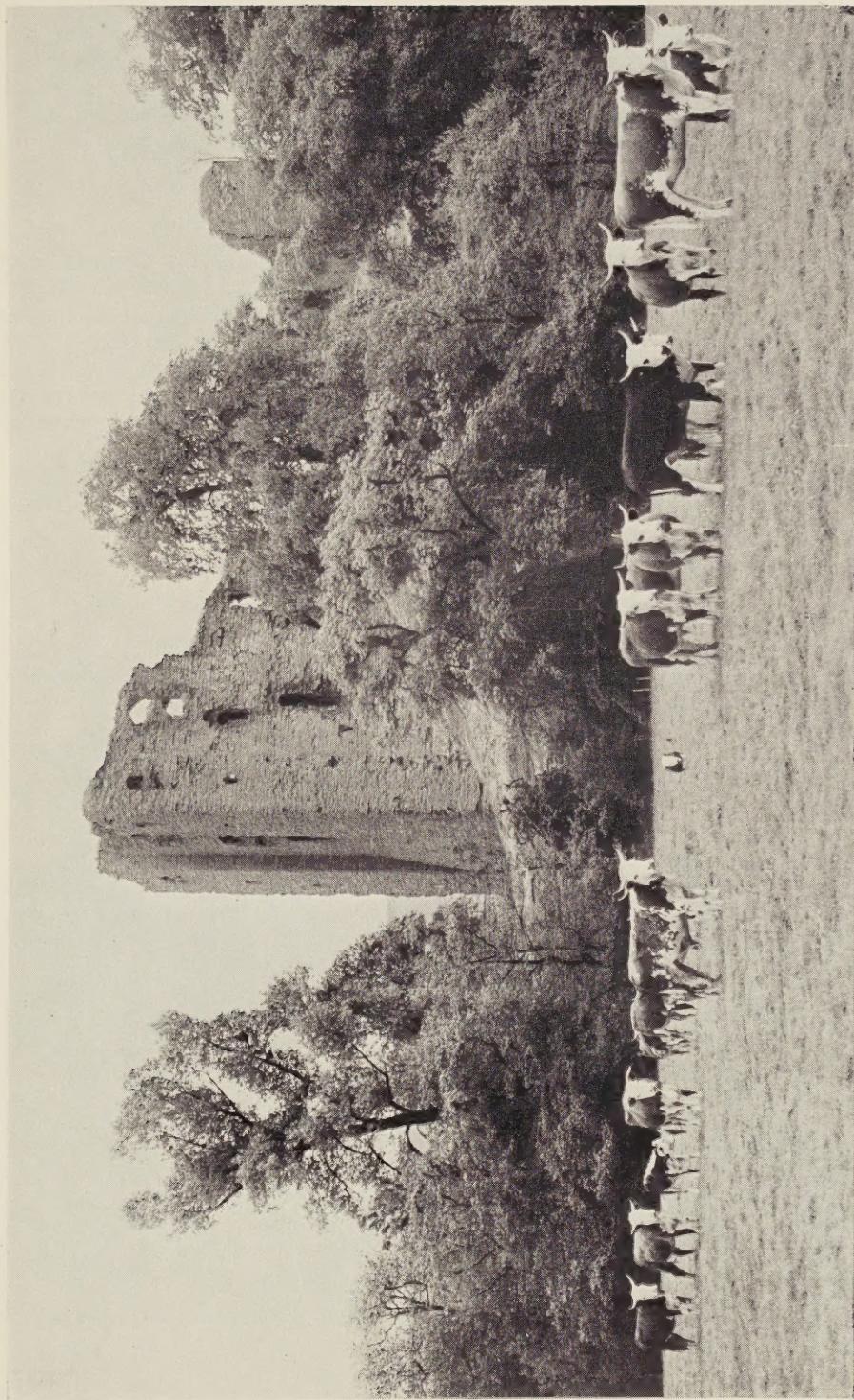


Plate 10.

HEREFORDS AT CLUN, ON THE WELSH BORDER

Farmer & Stockbreeder Photograph

Experiments are being carried out in tropical meat and milk production. Great areas of forgotten land are being reclaimed. The elimination of dustbowls in the U.S.A., irrigation plans in Israel, the San Francisco river valley project in Brazil, the Bechuana Land cattle schemes, the recovery of the Llanos in Venezuela and Colombia, all are outstanding examples of man's common necessity to fulfil his aspiration of turning the ancient luxuries of milk and meat into the staple diets of the people.

Britain's Contribution

In this second world agricultural revolution we believe our studs of celebrated breeds and races have a part to play. Temporary adjustments like the devaluation of the pound may prove helpful to foreign buyers. More fundamental is the fact that for successful animal husbandry only the best is good enough. Whether it be in upgrading native cattle, adding milk or meat characteristics to zebu or creole stock, or in the repopulation of new areas with herds of European cattle and pigs or flocks of sheep, Britain can offer a special contribution.

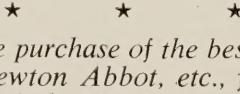
Here in the Anglo-Scottish Cattle Company we have the chance of performing a service not merely to each individual buyer but to all those still determined on peace and plenty. Why not make your bid now?

A Few Facts

We have for many years been the largest exporters of pedigree cattle from Scotland.



The "Calrossie" (Ross-shire) draft sale in October 1950 realised £50,000—the cows and heifers averaged over £700 each. Acting for overseas friends, we were the leading buyers of this outstanding beef Shorthorn stock.



Orders are in hand for the purchase of the best to be found at the pedigree sales at Perth, Reading, Newton Abbot, etc., for our friends in Australia, Argentine, Canada, Transvaal, the U.S.A., etc., etc.



A cargo of really fine Red Polls and Aberdeen Angus and Devon bulls await the next ship for Walvis Bay, where the South West African Department of Agriculture and leading private buyers have entrusted us with the selection of their needs. This young pedigree stock has been carefully chosen to improve and build up the herds of our friends, and thereby increase the production of beef and milk.



Acting on our behalf, Lt. Col. Baron Porcelli spent some six months of 1950 touring all over South Africa and South West Africa. As a personal friend of the late General Smuts, he was able to meet all the leaders of animal husbandry and to make clear to them that our resources and services are the best to be found by overseas breeders who wish to buy pedigree stock from Britain.

For all that concerns Pedigree Stock
THE ANGLO-SCOTTISH CATTLE COMPANY
is at your service



Join the ranks of satisfied breeders
all over the world and
WRITE, CABLE OR CALL



Enquiry cordially invited

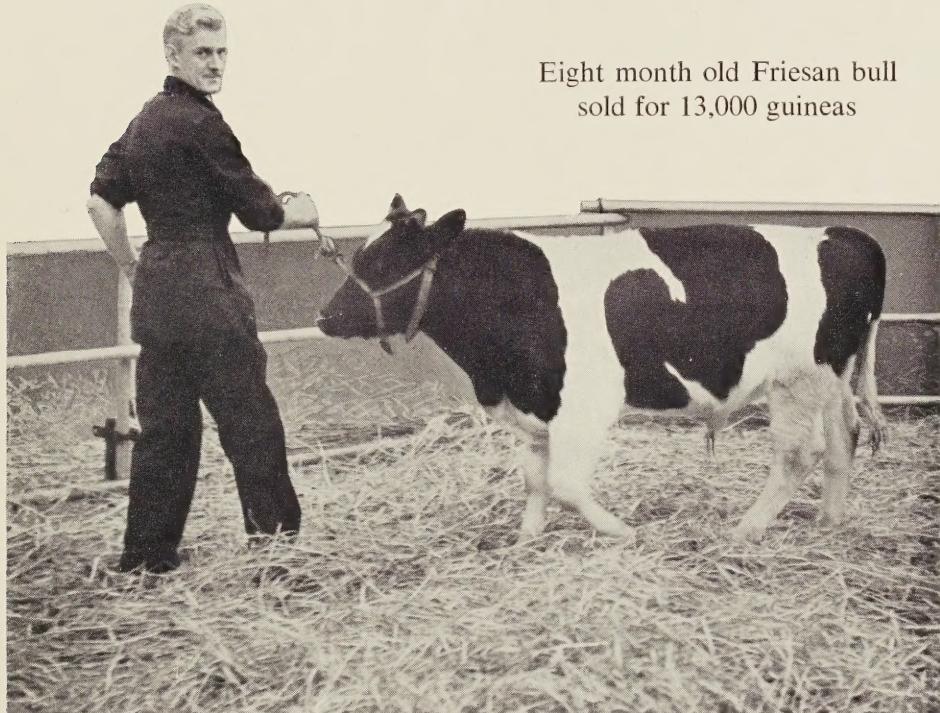
3 RED PLACE . . .
GREEN STREET
MAYFAIR, LONDON W.I.

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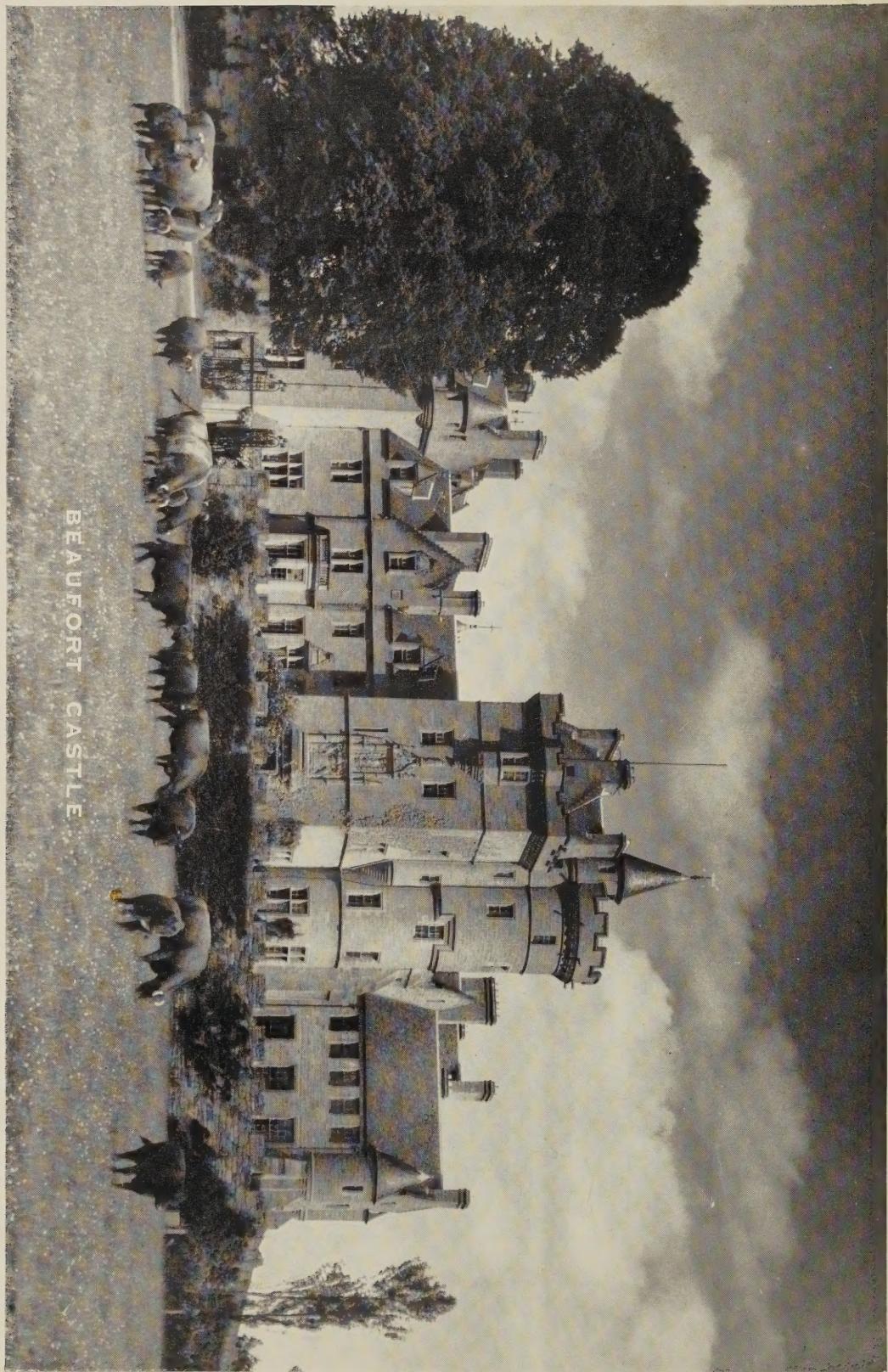
and

LOVAT ESTATES OFFICE
BEAULY
INVERNESS-SHIRE

Telephone: BEAULY 205
Cables: CATTLECO, BEULY



Eight month old Friesan bull
sold for 13,000 guineas



BEEF SHORTHORNS

BEAUFORT CASTLE

— BEAULY